



## Logo Design Brief

### Objective

- What are the foremost purposes of the logo?
- Are there any secondary purposes for the logo, if so what are they?
- What are the long-term goals you are hoping to achieve with this design?
- What media do you see your design being used in?

### Overview

- How are you different from other organizations?

On the local level

On a regional or national level

- What differences have made you successful?
- What qualities of your organization would you like your logo to reflect?
- Do you have a “tag line” that you would like to include in or with your design?

### Target Message

- State a word or phrase, that will accurately describe the message you want your logo to send to your audience.

### Target market

- Who are the people that this logo will be targeted to most?

Age

Gender

Education

Socio-economic level



- How would you like your target market to perceive your logo?
- What are some specific key words or visual goals the design should convey?
- What might your target audience be looking for in a logo to connect to it?
- Write down some words you would like your target audience to say about your logo the first time they see it.
- Whom do you hope to add to your existing target market?

### Logo Qualities

- What qualities would you like your logo to convey?

### Mark words that correspond with the image you would like your design to portray

Artistic	Flashy	Historical	Modular
Hard working	Muted	Festive	Vivid
Corporate	Soft	Imaginative	Dramatic
Professional	Playful	Traditional	Bright
Friendly	Down to Earth	Straight forward	Progressive
Technical	Family	Precise	Dark
Established	Mellow	Fresh	Colorful
Youthful	Comforting	Contemporary	Basic
Elegant	Caring	Organic	Old School
Quality	Honest	Intense	Free-form
Exclusive	Authoritative	Airy	Bold
Abstract	Delicate	Serious	Dreamy
Fun	Energetic	Open	Natural



## Colors

Some hues have long-held (and often universal) associations. Below are some examples, think about your organization and what colors best describe it.

RED: strength, boldness, excitement, danger, determination, desire, courage, love, passion, appetizing

ORANGE: enthusiasm, cheerfulness, affordable, stimulation, creativity, autumn

YELLOW: attention-grabbing, comfort, hope, liveliness, intellect, happiness, energy, hazards

GREEN: durability, reliability, safety, honesty, optimism, harmony, freshness, spring, natural, eco-friendly

BLUE: depth, stability, professionalism, loyalty, reliability, honor, trust, sadness, conservative, calming

PURPLE: power, nobility, luxury, mystery, royalty, magic, spiritual, favorable to kids

GRAY: conservatism, traditionalism, intelligence, seriousness

BROWN: endurance, confident, casual, earthy

BLACK: elegance, sophistication, formality, strength, mystery, death

WHITE: cleanliness, purity, newness, virginity, peace, innocence, simplicity

- Do you have any preferences for colors in your design?